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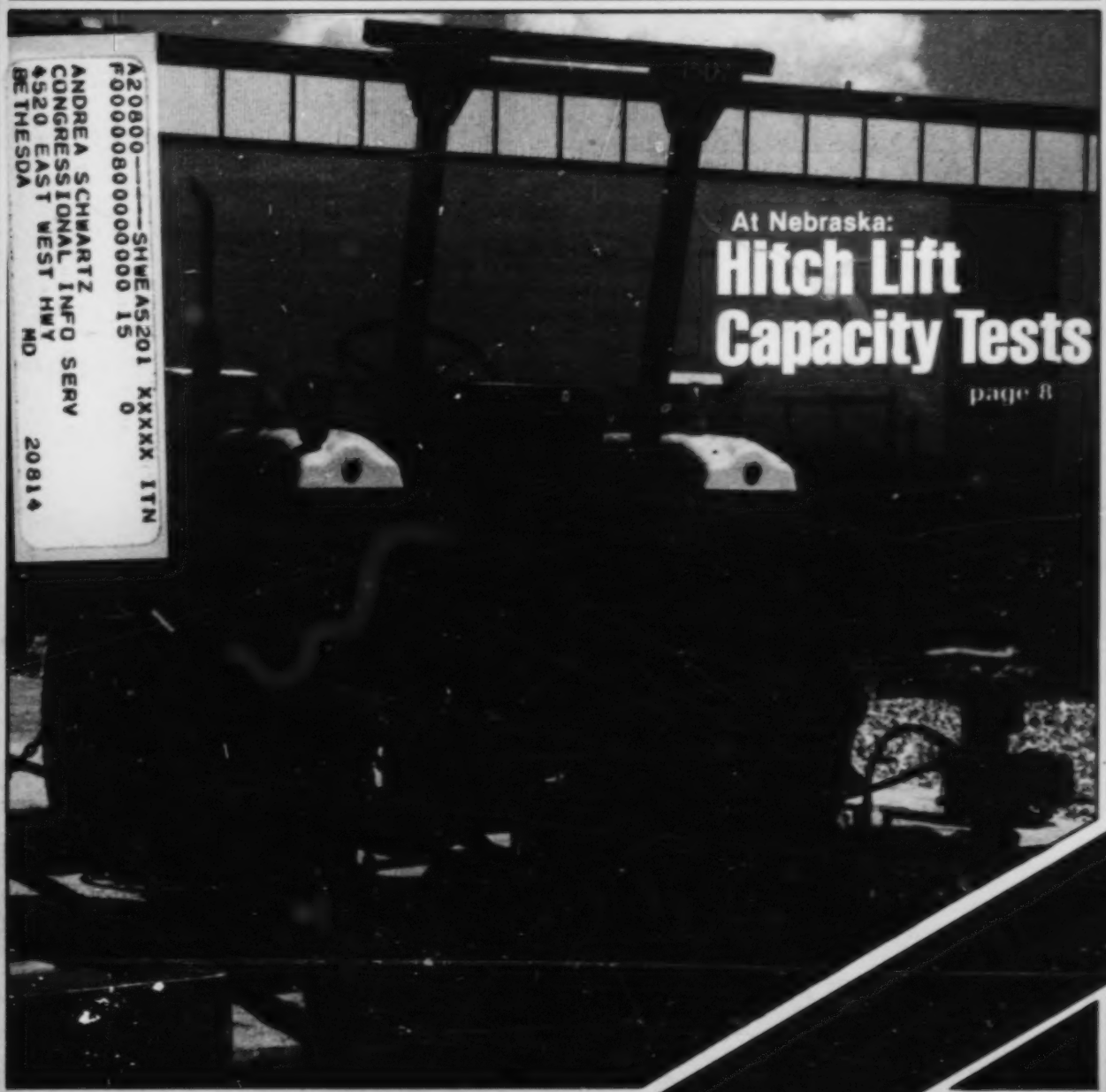
The business magazine of the farm and industrial equipment industry MARCH 1985

Tractors on the North American Market page 26



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At Nebraska:

Hitch Lift Capacity Tests

page 8

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INTERTEC PUBLISHING CORPORATION

Implement & Tractor

The business magazine of the farm and industrial equipment industry.
March 1985 • Vol. 100 • No. 4

8: **They're Testing Tractor Hitch Lift Capacity at Nebraska.** There's been much debate and compromise in setting the procedure—and it's still controversial. Part Four of a series.

12: **It Starts With Planning.** Part One of a three-part series by a marketing specialist is aimed at helping dealers who are seeking new means of staying in busines to get a focus on what has to be done.

14: **Novel Ways to Cut Costs.** I&T's FDO survey report on cutting costs lists something as simple as an egg timer to help cut high phone bills, to high-ticket items like computers to save money in the long run. Listen up, suppliers, there are some messages for you too.

26: **Tractors on the Market, 1985.** Two charts show model numbers and power comparisons for 2- and 4-wheel drive tractors sold in North America this year.

34: **New Equipment Introductions.** White Farm Equipment launches a new Class 5 axial combine and a 28-hp tractor. Kubota expands its L Series of tractors.

On the cover...
A new Ford tractor undergoes testing of hitch lift capacity on a special rig at the Nebraska Tractor Test Lab.

DEPARTMENTS

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Marriage of Case and IH Consummated; Children to be Raised Red

The family color will be red, the attitude will be aggressive, and the new product line will be named Case International.

That was the word in Las Vegas, world capital of quickie marriages and serious gambling, where Tenneco, Inc., held in late February the first official dealer meeting of the combined J I Case and International Harvester dealer families.

Three months after announcing the $430-million-plus merger, and barely three weeks after the U.S. Justice Dept. decided to forever hold its peace, the Tenneco ag team on Feb. 23 tossed a big party for dealers and the press, and rolled out the wedding gifts.

Mechanically, the combined product lines remain the same, except that the IH 2+2 tractors are gone. All products will carry red paint, slightly darker than traditional IH red.

The company name will remain J I Case, but dealer signs and medallions on equipment will use a logo combining the

CASE and IH symbols. Viewed from the left side, products will be named CASE International, which becomes International CASE when seen from the right side.

Discounts and programs

Retail financing at 8.8 per cent will be offered for this selling season, and machines built after March 18, when production is to resume, will be priced 7 to 20 per cent below pre-merger levels, with especially deep cuts in 4WD tractor prices. Machines built before the merger will get rebates and incentives to clear stock. Some used equipment will be eligible for 10 per cent financing.

Tenneco president James L. Ketelsen told the assembled dealers at the first of three Las Vegas meetings that Case can be profitable this year if the new operation can maintain the market share held by the two operations separately last year.

Part of the profit strategy will include urging the 2,000 CaseIH dealers to sell the red equipment line rather than competing shortlines, which Case dealers had to stock during the "tractor specialist" era at Case.

Case will use "the power of logic and common sense" and an IH-type volume discount program to scramble for the top of the market, said John A. Borden, executive vice-president for marketing.

"You don't see a lot of competitive equipment in Deere dealers' lots," Borden said.

"We've got to get our act together and operate the same way."

Overseas connections

Ketelsen told a press conference he hopes to reach agreements by April to purchase former IH facilities in Germany and France. French law, he said, prohibits layoffs at the French plant, which has been losing $30 million a year and has a net worth deficit of $95 million. He wants the government to yield.

"It's going to be a trading deal," Ketelsen said. "We will not (restart the plant) without accommodation. We can run without them. But it's a plus if we can do it right."

January Retail Sales Continue Most '84 Trends

Retail sales of farm equipment in the U.S., as reported by the Farm & Industrial Equipment Institute, appeared to follow earlier paths. Tractor volume was about even in terms of total numbers, but this was largely due to strength in the under-40-hp and 100-139-hp groups. Among other tractor and equipment categories, only mower-conditioners posted a gain.

	Unit Retail Sales		
	January 1985	January 1984	Pct. Change
Farm Wheel Tractors:			
2-wheel drive			
Under 40 hp	2,423	2,140	+13.2
40-99 hp	2,742	3,082	−11.0
100-139 hp	873	736	+18.6
Over 140 hp	1,134	1,222	− 7.2
Total 2-wheel drive	7,172	7,180	− .1
4-wheel drive			
Under 200 hp	96	141	−31.9
Over 200 hp	142	186	−23.7
Total 4-wheel drive	238	327	−27.2
Total All Tractors	7,410	7,507	−1.3
S-P Combines	743	1,088	−31.7
Balers (under 200-lb. bales)	319	278	+14.7
Forage Harvesters (shear-bar type)	114	118	− 3.4
Mower-Conditioners	478	450	+ 6.2

Allis-Chalmers Forms New Sales Structure

In a restructuring of its sales organization, Allis-Chalmers Agricultural Equipment Co. has set up area headquarters at Columbus, Ohio, and Kansas City, Mo., with Ed Swingle and Bob Hill as respective sales managers.

The West office has John Behrman as general dealer services manager and Al Paxton as training manager. In the East office, Ben Cornwell and Bob Hayes have those jobs, respectively. The field service organization is centralized in the Milwaukee home office under Doug Williams, general service manager, according to John Johansen, vice-president, North American sales and service.

Ford to Shift Some Production to Europe

Ford Tractor Operations will shift production of farm tractors powered by four- and six-cylinder engines from its plant at Romeo, Mich., to overseas facilities. Three-cylinder farm tractors (in Series 10) and industrial and utility tractors will continue to be made at Romeo.

Six-cylinder farm tractors (TW series) will be made at Antwerp, Belgium, and four-cylinder Series 10 units will be made at Basildon, England. Some production will be transferred by the end of 1985, with the remainder moved in 1986.

Ford reported that about 230 hourly and salaried employees will be affected by the consolidation over the next 18 months. Ford's North American Tractor Operations now has about 3,000 workers.

Recently, Ford Tractor Operations' joint venture company in Mexico, Fabrica de Tractores S.A. (FTA), purchased Agromak S.A., the Mexican licensee of Massey-Ferguson Ltd. It includes a tractor plant in Queretaro and an implement plant near Mexico City. Ford owns 40 per cent of FTA; the other 60 per cent is held by National Financiera S.A., a Mexican government development bank.

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY, INC.
Archbold, Ohio
January 8, 1985

JOHN DEERE TRACTORS

A, 1935 500
D, 1948 (Rough) 625
G, 1950 (Fair) 450
70 diesel, 1956 (Fair) 970
60, ... 825
510, ... 2125
520, 1951 (Fair) 2100*
620, ... 1420
2010, Idr., 1963 (Rough) 2300*
2010, 1962 (Good) 2100*
2840, ... 5500
3010, 1965 (Rough) 2300
3020, ... 6400
3020, 1965 (Fair) 4250*
3020, 1968 (Good) 4900*
3020, 1969 (Fair) 3400*
4010, 1963 (Good) 3575
4010, 1963 (Fair) 3100*
4020, 1957 (Fair) 5750
4020, 1970 (Good) 7800
4020, 1967 (Rough) 3400*
4020, 1966 (Fair) 3450
4020, 1964 (Good) 4850
4020, 1966 (Good) 6800*
4020, 1967 (Fair) 6000
4230, 1974 (Good) 9100
4240, 4WD, 1979 (Good) 15,000*
4430, 1973 (Fair) 10,800
4430, 1974 (Good) 11,250
5020, 1970 (Good) 5750

FERGUSON & MASSEY-FERGUSON

TO-30, (Good) 1200
TO-30, 1952 (Fair) 1075
50, 1959 (Fair) 2400*
50, 1962 (Fair) 1450
85, ... 510
165 diesel, 1970 (Fair) 3000*
180, 1968 (Fair) 2500*
203, Idr., ... 2000
285, 1981 (Fair) 5000*
1085 diesel, ... 5100
1085, 1977 (Fair) 5250*
1105 diesel, cab, 1978 (Fair) 5600
1135 diesel, 1975 (Fair) 6750*
1150, 1971 (Fair) 4400*
1805, 1974 (Fair) 8750*

MASSEY-HARRIS TRACTOR

44, 1947 (Fair) 375

DEUTZ TRACTORS

D 4506, 1967 (Good) 4375
D60-06, (Good) 4600
D5006, (Fair) 3700*
D7206, (Rough) 2250

CASE TRACTORS

530 diesel, hoe, Idr., ... 3300
730 diesel, 1965 (Rough) 900*
730 diesel, 1963 (Rough) 925
730, 1963 (Rough) 1850
770 diesel, 1975 (Fair) 4800*
830 diesel, ... 2600
830 diesel, 1964 (Fair) 650*
830, 1965 (Rough) 2150
880, 1964 (Rough) 600
930 diesel, 1965 (Fair) 1750*
930, 1964 (Rough) 2300*
950 diesel, 1964 (Rough) 600*
1030 diesel, 1968 (Fair) 2900*
1070 diesel, cab, air, 1975 (Good) 7000*
1270, cab, 1975 (Rough) 4600*
1370 diesel, 1975 (Fair) 6800*
1370 diesel, 1976 (Fair) 6750*
1370, 1976 (Fair) 5900*
1370, cab, air, 1975 (Fair) 6500*
1690, cab, air, 1980 (Good) 12,250*

FORD TRACTORS

8N, 1947 (Fair) 1150*
8N, 1950 (Fair) 1375
8N, (Good) 1525
9N, 1942 (Rough) 750*
9N, 1943 (Fair) 1150
9N, 1942 (Fair) 825
9N, 1941 (Fair) 1080
800, 1956 (Fair) 1280*
850, 1956 (Fair) 2025
2000, ... 1600
2000, Idr., (Rough) 1650
3000, 1965 (Fair) 2550
3600, 1970 (Fair) 3900*
5000, cab, 1969 (Fair) 3700*
5000 diesel, 1975 (Good) 4800*
6000, (Rough) 1300*
6000 diesel, 1960 (Rough) 1200
8000, 1971 (Rough) 3700*
8000 diesel, 1972 (Fair) 3250*
9000, cab, 1972 (Fair) 5500*
9600, 1975 (Rough) 4100*
3910, (New) 8800*
Jub., 1954 (Rough) 1575*
Jub., Idr., 1952 (Fair) 1525*
Fordson Major, (Fair) 875

INTERNATIONAL HARVESTER TRACTORS

A, 1945 (Rough) 650
A, 1948 (Rough) 700
Cub, cult., 1951 (Fair) 1300
154 Lo-Boy, (Good) 1650*
Sup. C, 1951 (Fair) 750*
H, ... 260
H, 1950 (Fair) 550*

(More...)

REYE SYNDROME

Reye syndrome is a *rare but dangerous* condition that can develop from *flu or chicken pox*. It occurs mainly in *children under 16*, usually when they *appear to be recovering*. Watch for these signs:

- *Persistent vomiting*
- *Fatigue*
- *Confusion and belligerence.*

If your child displays any of these symptoms, *consult a doctor immediately.*

Some studies indicate that there may be an association between the use of *aspirin* for flu and chicken pox and the development of Reye syndrome. Further studies are being conducted on this possibility. In the meantime, the *U.S. Surgeon General* suggests that you check with your doctor before using aspirin or any medication when your child has flu or chicken pox.

— A message from the Food and Drug Administration

Auctions
(continued)

H, ... 375
H, 1942 (Rough) 430
H, 1947 (Fair) 385
H, 1942 (Rough) 550
SH, 1952 (Fair) 650*
M, 1947 (Rough) 450
M, ... 370
M, ... 800
M, 1949 (Rough) 475
Sup. M, 1952 (Rough) 900*
Sup. M, 1952 (Good) 1250
Sup. M, 1952 (Fair) 860
200, mo., 1954 (Fair) 1100*
300, ldr., 1957 (Fair) 1100
340, 1959 (Fair) 1200*
414, ldr., (Rough) 850*
460, 1959 (Good) 1100*
460, 1959 (Rough) 1100*
464, ldr., 1975 (Good) 5300
560, 1961 (Good) 1850
560, 1958 (Good) 1800
560, 1960 (Good) 3050
560, 1960 (Good) 2400*
560 diesel, 1960 (Rough) 1260
560 diesel, 1959 (Good) 1875
656 diesel, 1970 (Fair) 3500*
656, 1968 (Fair) 3300*
656, 1970 (Fair) 3600*
664 diesel, 1976 (Fair) 3250*
684 diesel, 1976 (Fair) 3500*
686, 1976 (Good) 5500
706, 1966 (Fair) 2900
706, 1966 (Fair) 1700*
706, 1964 (Rough) 1950*
756 diesel, cab, 1969 (Good) 5200*
756, 1968 (Fair) 3300*
756, cab, 1970 (Fair) 5500*
766 diesel, 1972 (Fair) 3900
806, 1967 (Fair) 3400*
806 diesel, 1965 (Fair) 4400*
806 diesel, 1965 (Fair) 3600*
856, 1970 (Good) 6000*
856 diesel, 1968 (Fair) 6500*
966, 1974 (Good) 6750*
966, 1972 (Fair) 6500*
966, 1974 (Fair) 6000*
966, 1975 (Good) 6500*
966, cab, 1978 (Excellent) 11,250*
1066, cab, 1975 (Fair) 6250*
1066, 1973 (Fair) 6200*
1066, 1975 (Good) 7000*
1066, 1974 (Fair) 5800*
1086, 1980 (Excellent) 15,000
1086, 1978 (Good) 11,000*
1086, 1978 (Good) 10,850
1206, cab, 1965 (Fair) 4000*
1206, 1964 (Fair) 3700*
1256, 1967 (Fair) 5000*
1256, 1968 (Fair) 5600*
1256, 1969 (Good) 5100*
1456, 1969 (Fair) 4500*
1466, 1974 (Good) 4300*
1466, 1976 (Good) 7000*
1466, 1973 (Fair) 6200*
1486, 1977 (Good) 12,000*
1566, 1974 (Fair) 6800*
1568, 1976 (Good) 4800
1586, 1976 (Rough) 9550*
1586, 1976 (Good) 11,500*
4186, ... 6000
3588, 1979 (Good) 13,500*

OLIVER TRACTORS

77, 1955 (Rough) 575
88 diesel, 1954 (Fair) 775*
1600, 1962 (Fair) 1800
1650 diesel, cab, 1965 (Good) 4500
1750, ... 1650
1800, 1965 (Rough) 1500*
1800 diesel, 1963 (Fair) 1850*
1850, 1965 (Fair) 4250
1850 diesel, 1967 (Fair) 3500*
1850, 1967 (Fair) 3300
1955 diesel, 1972 (Good) 5250*
2-70, (Good) 7300
2-105, (Fair) 6100*

ALLIS-CHALMERS TRACTORS

B, 1949 (Fair) 475
G, 1949 (Fair) 900*
WC, bld., ... 280
D-17, 1964 (Fair) 1450
D-17, 1966 (Fair) 1900
D-17, ldr., 1965 (Fair) 2325*
D-19, 19?7 (Fair) 1550
190XT diesel, 1970 (Fair) 3675
7000 diesel, cab, air, (Good) 6750*
7030, 1976 (Fair) 5100*
7050, 1977 (Fair) 5500*

MINNEAPOLIS-MOLINE TRACTORS

445 diesel, (Rough) 725*
M-670 LP, 1966 (Fair) 975
G-1000 Vista, (Rough) 3700
A 4T-1400, (Rough) 4500*
U 235
Z 260
ZB, 1948 (Rough) 420

JONES FARM EQUIPMENT CO., INC.
Dothan, Alabama
January 8, 1985

ALLIS-CHALMERS TRACTORS

7030, cab, 1974 (Good) 6300*
5050 diesel, 1977 (Fair) 3100*

CASE TRACTORS

2090 diesel, cab, 1981 (Good) 12,000*
1370 diesel, cab, 1976 (Good) 8000*
1030 diesel, 1968 (Rough) 1475
900 diesel, 1958 (Rough) 310
830 diesel, 1967 (Rough) 2200*

MASSEY-FERGUSON TRACTORS

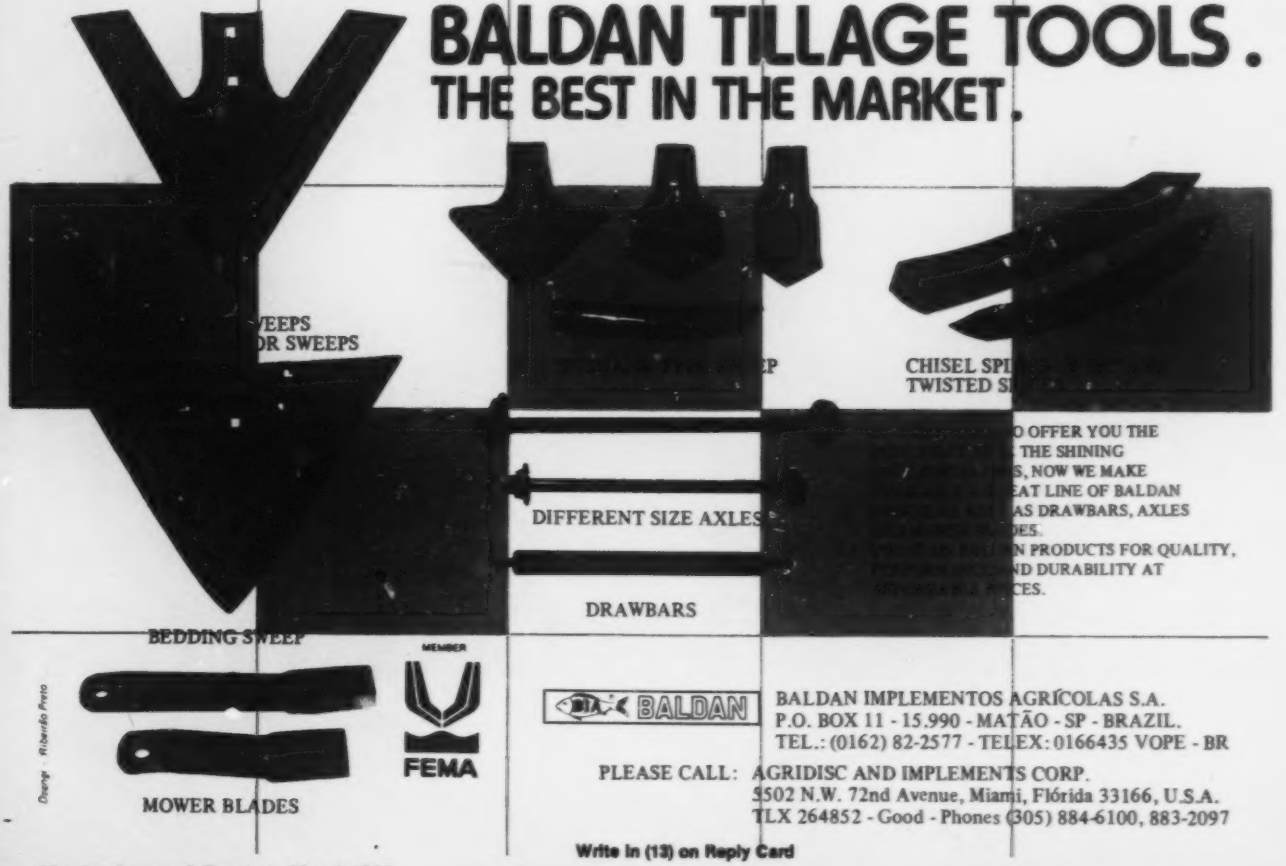
1085 diesel, 1977 (Good) 4000
285 diesel, 1975 (Good) 5950*
265 diesel, 1975 (Good) 5100
255 diesel, 1976 (Good) 4850
245 diesel, 1976 (Good) 5000*
235 diesel, 1975 (Good) 4100
235 diesel, 1975 (Good) 3900
235 diesel, 1975 (Good) 4050
165 diesel, 1973 (Good) 4050
165 diesel, 1966 (Fair) 3000
135 diesel, 1974 (Good) 3300
135 diesel, 1973 (Good) 3550
135 diesel, 1972 (Excellent) 4000*
135 diesel, 1972 (Excellent) 3950
135, 1969 (Good) 3200
135, 1967 (Good) 2900
135 diesel, 1966 (Good) 3000
135 diesel, 1966 (Fair) 2600*
135, 1966 (Good) 3150
35, 1963 (Good) 2050
35, 1963 (Rough) 900
35, 1958 (Excellent) 2325
35, 1956 (Excellent) 2500
35, 1956 (Good) 1900
TO30, 1952 (Good) 1300
TO20, 1949 (Good) 1150

FORD-FERGUSON TRACTOR

9N, 1944 (Good) 925

FORD TRACTORS

9600 diesel, 1976 (Good) 5300*
8700 diesel, 1976 (Good) 6500*
7600 diesel, cab, 1975 (Excellent) 6950
7600 diesel, 1975 (Excellent) 6500*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5502 N.W. 72nd Avenue, Miami, Flórida 33166, U.S.A.
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6700 diesel, 1977 (Fair) 5250*
6600 diesel, cab, 1976 (Excellent).....6950
6600 diesel, 1975 (Good) 5500
5600 diesel, cab, 1977 (Good) 6050
5000 diesel, bld, 1967 (Rough) 1950*
4600 diesel, 1976 (Excellent).....6500*
4100 diesel, (Good) 5000*
3610 diesel, 1980 (Good) 6700*
3600 diesel, cab, 1975 (Good) 4400
3600, 1975 (Good).....4100*
3000 diesel, idr., 1974 (Good) 3850
3000 diesel, 1974 (Fair) 3250
3000 diesel, 1970 (Fair) 3250
3000 diesel, 1970 (Rough) 1350*
3000 diesel, 1969 (Good) 3275
3000 diesel, 1969 (Good) 3400
3000 diesel, 1968 (Good) 2900
3000 diesel, 1968 (Good) 3000
3000 diesel, 1968 (Good) 3150
3000 diesel, 1968 (Good) 2975
3000 diesel, 1967 (Excellent).....3750*
3000 diesel, 1967 (Good) 3250
2600 diesel, 1979 (Excellent).....5300*
2600 diesel, 1976 (Good) 4300
2000, 1969 (Excellent) 4575
2000, 1971 (Good).....3500
2000 diesel, (Fair).....2600*
2000 diesel, 1966 (Rough) 1900*
2000 diesel, 1966 (Fair) 2500
861, 1959 (Good).....2250
850, 1956 (Good).....1725
850, 1956 (Fair).....1350
641, 1961 (Good).....2325
641, 1959 (Good).....2150
620, 1960 (Good).....1600
611, 1959 (Good).....1900
Dexta, 1959 (Fair).....1000
Dexta, 1958 (Rough).....650
Jub., 1953 (Excellent).....2050
Jub., 1953 (Good).....1650
8N, 1952 (Good).....1550
8N, 1952 (Good).....1450*
8N, 1952 (Good).....1600
8N, 1951 (Fair).....1350
8N, 1951 (Good).....1700
8N, 1951 (Good).....1500
8N, plow, cult., 1949 (Good).....1900
8N, 1949 (Fair).....1350
8N, 1948 (Fair).....900
8N, 1948 (Good).....1450
8N, 1948 (Fair).....1300
8N, 1948 (Rough).....750*

INTERNATIONAL HARVESTER TRACTORS

1206 diesel, 1967 (Rough) 2400*
966 diesel, cab, 1976 (Good) 6000
784 diesel, cab, 1978 (Excellent).....6900
784 diesel, cab, 1978 (Excellent).....6450
684 diesel, cab, 1978 (Excellent).....6150
B414 diesel, 1962 (Good) 1750
200, 1954 (Fair) 550
Sup. C, 1948 (Good) 525
Sup. A, 1952 (Good) 1300
Cub, 1952 (Excellent).....1500
Cub, 1950 (Good) 1250
Cub, mo., 1948 (Good) 1050*
Cub, 1948 (Rough) 480

JOHN DEERE TRACTORS

4440 diesel, cab, 1979 (Excellent) 18,500*
4430 diesel, 1976 (Excellent) 11,000*
4430 diesel, 1976 (Good) 8000
4430 diesel, 1973 (Excellent) 10,000*
4230 diesel, cab, 1976 (Excellent) 10,000
4230 diesel, 1974 (Excellent).....9600*
4020 diesel, 1967 (Fair) 4100*
4020 diesel, 1966 (Rough) 2100
2840 diesel, 1979 (Excellent).....8100*
2840 diesel, 1979 (Rough) 4100*
2840 diesel, 1977 (Good) 6400*
2130 diesel, cab, (Good) 4300
2130 diesel, (Fair).....3100*
2030 diesel, 1973 (Good) 4000
2010, 1963 (Rough).....650
2010 diesel, 1962 (Fair) 1450*
1020 diesel, 1970 (Good) 3050
20 diesel, 1972 (Good) 2700*
720 diesel, 1956 (Fair) 700*

OLIVER TRACTOR

1250 diesel, 1966 (Fair) 1000

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are not averages.

Condition Classifications:

EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

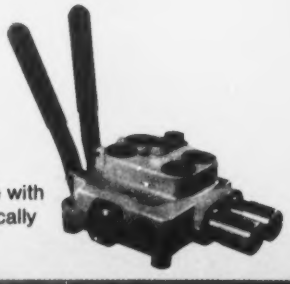
ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

QUALITY & ECONOMY

CROSS gives you both. Our new single spool AD valve offers many "larger valve" features in a compact, economical 15 gallon model rated to 3000 PSI. Good spool metering provides smooth operation and lift-checks prevent loads from dropping when the valve is being shifted. Either differential poppet or ball and spring type reliefs are available. Power beyond option is provided and the valve is easily converted for closed center operation by the insertion of a plug assembly. A variety of detent and spool options make this versatile valve ideally suited for a number of applications. Rugged construction and thorough testing of all units assure long and dependable service to the customer.

Dependable Hydraulics Today and Tomorrow

CROSS



The Cross Two-Spool AD Valve with float option is designed specifically for small tractors and loaders.

CROSS MANUFACTURING, Inc. ● Phone(316)324-5525 ● 100 Factory Street ● Lewis, Kansas 67552

Write In (14) on Reply Card